

# PRESENTATION.



**slavefreetrade**

# SLAVERY TODAY

Most people think that slavery disappeared with Abolition and the end of the American Civil War.

"Maybe it exists here and there, in dark, far-away places, but I don't think so. The world is a better place now."

Sadly, the truth is very different.

**SLAVERY NEVER WENT AWAY.**

It just went into the shadows...



There are more people suffering in slavery today than during the entire 400 years of the trans-Atlantic slavetrade.

**>77%**

of businesses admit  
modern slavery behind  
them

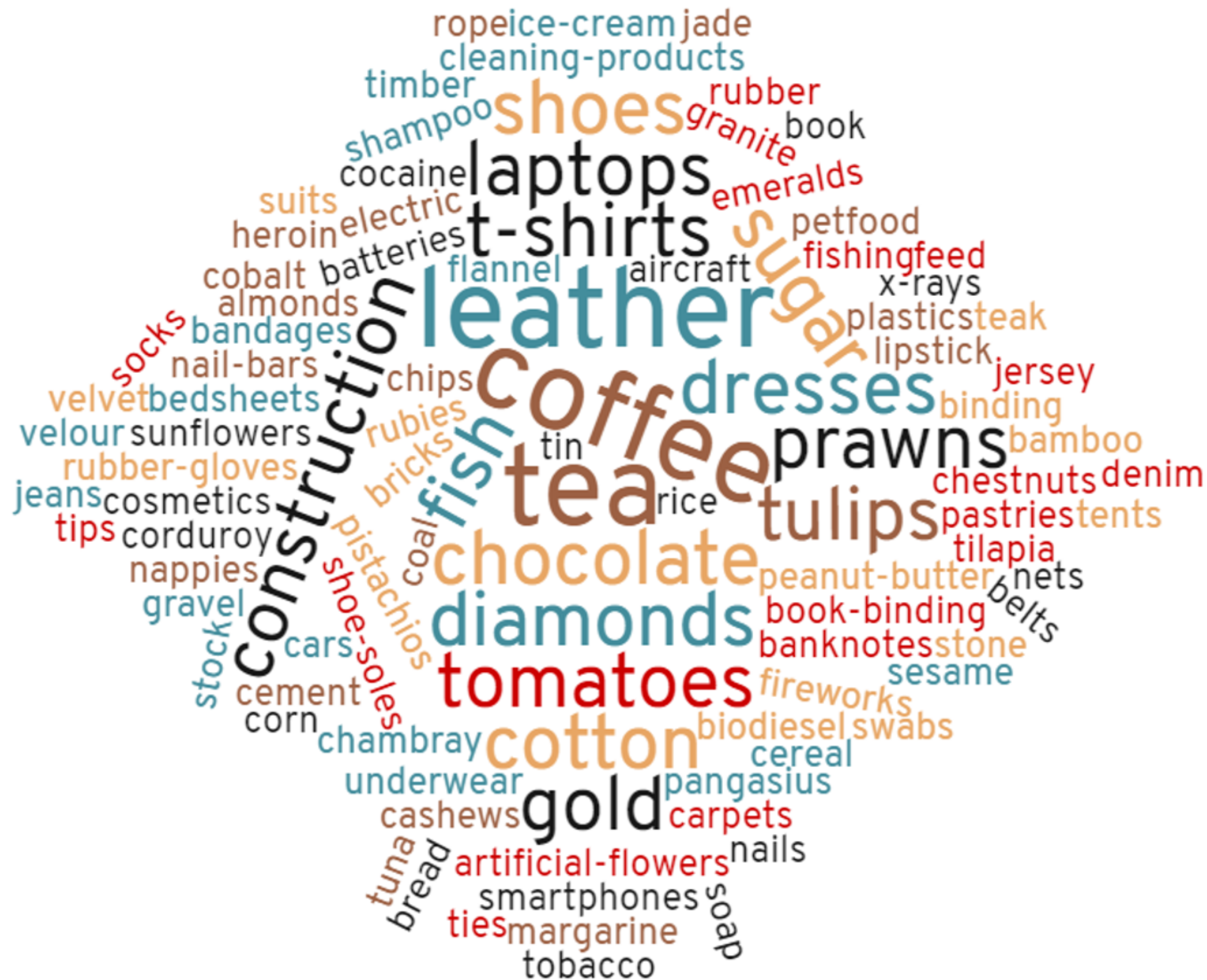
**>40M**

people suffer in modern  
slavery

**>160M**

children in child labour

It's a massive global challenge.



We touch  
slavery  
every day...  
as often as  
we touch  
our faces.

# Efforts to combat slavery aren't working.

Relying only on auditing where things are produced - factories, farms, plantations, mines etc - changes nothing; it just gives a snapshot on a particular day



**There are no independently verifiable efforts at the consumer end to shed light on the working conditions in which goods are made**

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Track'n Trace cannot do human rights



**Everyone, everywhere is approving how things are made when they purchase, and yet are blind as to how they really are.**

# slavefreetrade EXISTS TO CHANGE THIS.

Slavery exists because we can't see it happening  
If we could, it would stop.

**PEOPLE TRAPPED IN SLAVERY NEED TRANSPARENCY.**

We exist to shine a light where things are produced,  
to create a world where the things we buy are.

"Made in Freedom"



# OUR STORY

slavefreetrade was founded in 2018 by Brian Iselin, our Chief Vision Officer, who has worked in counter-slavery since 2002.

In 2003, Brian investigated the death of a 12-year old Khmer boy shot in the head and dumped overboard from a prawning boat.

The prawns ended up in supermarket freezers across Europe.

Brian's memory of this boy, and so many similar stories, seen so many times, in so many countries, led him to start slavefreetrade.





## Blues

for freedom and hope



## A leaf

for the products we buy



## A centred hand

at the forefront to remind us about the focus on the people who make those products

# OUR ORGANISATION

## **A SWISS NON-PROFIT**

Tax-exempted  
Association

## **>160 X MISSION-DRIVEN**

globally-dispersed  
people

## **GREAT DIVERSITY**

>45  
nationalities &  
60% women

## **LED BY OUR FOUNDER & CVO**

Brian Iselin

**Governed by an Executive Committee & General Assembly.**

# LEADERSHIP TEAM



**Brian Iselin**  
Founder

>34 years justice sector experience, 20 years in counter-slavery operations



**Susanne Fries-Palm, COO**

>25 years audit, customer service, administration & change projects



**Nathalie Favre, CMO (B2C)**

>22 years consumer marketing, brand building, startups, & innovation



**Nelleke van Heerikhuizen, CCO**

>20 years of sales, marketing & general leadership experience



**Vashti Joseph, COO**





**Daniel Perez Whitaker, CMO (B2B)**

>25 years corporate & integrated communications, storytelling, brand identity & journalism.



**Wafa Ben Moussa, CPO**

>8 years of product management leadership in nonprofit and private sector



**Marco Colacchia, CFO**

>20 years+ in Finance at Procter & Gamble



**Jessica Westerouen van Meeteren, CCO**

>25 years in tech business, commercial & transformation



**Nathalie Favre, CMO (B2C)**

>22 years consumer marketing, brand building, startups, & innovation



**Nelleke van Heerikhuize, CCO**

>20 years of sales, marketing & general leadership experience



**Emma Baillet, Chief of Staff**



**Kiran Dommalapati, Chief Product Officer**

>16 years of Business & Technical Product Development experience in MedTech, Telecommunications, Banking, & Consulting



**Joao Moita, Chief Information Security Officer**

>15 years of cybersecurity & risk experience in consulting, operational and management roles.



**Theresa Ryan-Rouger, Chief HR Officer**

>21 years in international human rights: gender rights, child rights and project management.

# HOW WE DELIVER THAT PILLAR 1

## Our Human Rights Framework

We created a Human Right's Framework with 10 principles to define Decent work 100 indicators to canvas the full diversity of workplace human rights issues.

100 universally applicable observational and experiential questions to capture a 360° view of every workplace from people working there.



# HOW WE DELIVER THAT

## PILLAR 2

### Our processes and tech

To scale our processes, we are building "Libertas" technology that:

- Benchmarks an organisation's policies against our Human Rights Framework
- Surveys the workforce on a continuous basis in the organisation's workplaces to rate the business against our Human Rights Framework
- Maps the member's business ecosystem – suppliers, members, clients, investees

# WHAT WE OFFER MEMBERS



## TRUST

Promotes trust  
on 3 levels  
Employer-  
Employee  
Consumer-  
Retailer  
Supplier-Producer



## PARTNERSHIP

Brings disparate  
supply chains  
actors together  
as partners in  
human rights



## IMPACT

Builds impact  
workplace-by-  
workplace  
through entire  
business  
networks

# HOW ARE WE UNIQUE?



A voluntary system for businesses that want to ensure that human rights are respected in their workplaces and their entire business ecosystem.



Our Human Rights framework is the first to enable universal, quantitative measurement of human rights in workplaces.



Our Libertas technology will be always-on.

**In short, nobody else measures and monitors organisations' human rights performance in real time, all the time, everywhere.**



# WHY NOW?

All stakeholders are waiting for this:

- 66% of consumers would switch products if they learnt their favorite product was made involving slavery: and 71% of them would pay more for it
- Globally, sustainable investing grew >130% from 2012-2018
- The EU will have a mandatory human rights due diligence law within 2 years, and all EUMS within 3 years
- A UN Treaty on Business and Human Rights is under development

Many companies are investing significantly on auditing that is ineffective, labor-intensive, and expensive

There is very strong demand for better tools that drive real change at scale

# 01

Human rights will be the new HR.

# 02

2 years after Libertas launches, we will be monitoring decent work conditions for ~1 million people.

# 03

By 2030, we will be contributing to protect 1/3 of the world's working population.

# Our Big Audacious Goal(s)

# MADE IN FREEDOM MEANS



# OUR REVENUE MODEL

Annual membership fee scaled to staff# / turnover

Libertas benchmarks and reports members' performance

Fee-based consultancy to help members improve

Data as a Service

Their entire business network become members

**We create a highly-credible, globally-dispersed network of engaged, committed members transparently reporting their Human Rights performance and undertaking continuous improvement**



# FREEDOM THROUGH TRANSPARENCY



# SOURCES

- 77% of businesses have slavery in their business network: Hult University/Ethical Trading University, November 2016:  
[https://www.ethicaltrade.org/sites/default/files/shared\\_resources/corporate\\_leadership\\_on\\_modern\\_slavery\\_summary\\_0.pdf](https://www.ethicaltrade.org/sites/default/files/shared_resources/corporate_leadership_on_modern_slavery_summary_0.pdf)
- 10s of millions of people work in poor human rights conditions: Global slavery index:  
<https://www.globalslaveryindex.org/2018/findings/highlights/>
- 152 million children in child labor: <https://www.unicef.org/protection/child-labour>
- Sustainable investing grew >130% from 2012-2018: <https://www.visualcapitalist.com/rise-of-sustainable-investing/>
- 66% of consumers would switch products if they learnt their favorite product was made involving modern slavery, and 71% would pay more for it:  
<https://cdn.minderoo.com.au/content/uploads/2019/05/09164229/Slavery-Alert-Consumer-Poll-United-States.pdf>

WE DON'T STOP AT IDENTIFYING.

**WE FIX IT.**

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**slavefreetrade**